

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS

Claims 1-307 (canceled)

Claim 308 (currently amended): A program storage device readable by a server, tangibly embodying a program of instructions executable by the server to perform method steps for managing a plurality of content hosts, said method steps comprising the steps of: ~~A computer-readable medium storing instructions on a server computer for presenting to a user a virtual e-commerce host accessible on a network, wherein the instructions when executed cause the server computer to perform the following steps:~~

~~accessing a first host comprising first dynamic content;~~
~~accessing a second host comprising a second dynamic content; and,~~
requesting first dynamic content from a first host wherein the first dynamic content is configured from a database table and wherein requesting is performed by the server;

requesting second dynamic content from a second host wherein the
second dynamic content is configured from a database table and
wherein requesting is performed by the server;
receiving the first dynamic content and the second dynamic content at
the server; and,
presenting a third host to a user accessing the server wherein the
third host displays ~~displaying~~ the first dynamic content and the
second dynamic content as if the first dynamic content and the
second dynamic content originated from the third host;
wherein the ~~server computer~~ server is configured to control all
interfacing with the user through the third host.

Claim 309 (currently amended): The ~~computer program storage device~~
~~readable medium~~ according to claim 308 wherein said method steps
further comprise the step of: ~~the instructions when executed cause the~~
~~server computer to perform the following additional step:~~ formatting a
content page that has at least a first portion of the first dynamic content
hosted by the first host and at least a second portion of the second
dynamic content hosted by the second host.

Claim 310 (currently amended): The ~~computer program storage device~~
~~readable medium~~ according to claim 308 wherein said method steps
further comprise the step of: ~~the instructions when executed cause the~~
~~server computer to perform the following additional step:~~ enabling the

second host to virtually present the first dynamic content hosted by the first host as if the first dynamic content originated from the second host.

Claim 311 (currently amended): The ~~computer-program storage device readable-medium~~ according to claim 308 ~~wherein the third host hosts a third dynamic content; and, wherein~~ said method steps further comprise the steps of: ~~the instructions when executed cause the server computer to perform the following additional steps:~~

hosting a third dynamic content on the third host;

directing the first host to manage the first dynamic content,

directing the second host to manage the second dynamic content,

and,

directing the third host to manage the third dynamic content.

Claim 312 (currently amended): The ~~computer-program storage device readable-medium~~ according to claim 308 wherein said method steps further comprise the step of: ~~the instructions when executed cause the server computer to perform the following additional step:~~ formatting a content page that has at least a portion of the first content hosted by the first host.

Claim 313 (currently amended): The ~~computer-program storage device readable-medium~~ according to claim 308 wherein said method steps further comprise the step of: ~~the instructions when executed cause the server computer to perform the following additional step:~~ formatting a

content page that has at least a portion of the second content hosted by the second host.

Claim 314 (currently amended): The ~~computer-program storage device readable-medium~~ according to claim 308 wherein the first host, the second host, and the third host are accessible through a user interface.

Claim 315 (currently amended): The ~~computer-program storage device readable-medium~~ according to claim 314 wherein the user interface is a user-uploaded interface.

Claim 316 (currently amended): The ~~computer-program storage device readable-medium~~ according to claim 308 wherein said method steps further comprise the steps of: the instructions when executed cause the server computer to perform the following additional steps:

- accessing a database table having at least one column and a plurality of rows;

- accessing a first identification marking of the first content wherein said first identification marking is stored in a row of the database table; and,

- accessing a second identification marking of the second content wherein said second identification marking is stored in another row of the database table.

Claim 317 (currently amended): The ~~computer-program storage device~~
~~readable-medium~~ according to claim 308 wherein the third host hosts a
third content.

Claim 318 (currently amended): The ~~computer-program storage device~~
~~readable-medium~~ according to claim 317 wherein said method steps
further comprise the step of: ~~instructions when executed cause the~~
~~server computer to perform the following additional step:~~ enabling the
first host to virtually present the third content hosted by the third host
as if said third content originated from the first host.

Claim 319 (currently amended): The ~~computer-program storage device~~
~~readable-medium~~ according to claim 317 wherein said method steps
further comprise the step of: ~~the instructions when executed cause the~~
~~server computer to perform the following additional step:~~ formatting a
content page comprising at least a first portion of the first dynamic
content, at least a second portion of the second dynamic content and at
least a third portion of the third content.

Claim 320 (currently amended): The ~~computer-program storage device~~
~~readable-medium~~ according to claim 317 wherein said method steps
further comprise the step of: ~~the instructions when executed cause the~~
~~server computer to perform the following additional step:~~ presenting the
third content in a user-selected language.

Claim 321 (currently amended): The ~~computer-program storage device~~
~~readable-medium~~ according to claim 317 wherein the third content is a
dynamic content.

Claim 322 (currently amended): The ~~computer-program storage device~~
~~readable-medium~~ according to claim 317 wherein the third content is
selected from the group consisting of a good for sale; an audio; a video;
an e-service; a sport; a news; a weather; an auction; a car sale; a realty;
an information; an e-commerce; an image; a form; a link; javascript
code; database object; and, a user previously-viewed content.

Claim 323 (currently amended): The ~~computer-program storage device~~
~~readable-medium~~ according to claim 308 wherein the first dynamic
content and the second dynamic content is selected from the group
consisting of a good for sale; an audio; a video; an e-service; a sport; a
news; a weather; an auction; a car sale; a realty; an information; an e-
commerce; an image; a form; a link; javascript code; database object;
and, a user previously-viewed content.

Claim 324 (canceled)

Claim 325 (currently amended): The ~~computer-program storage device~~
~~readable-medium~~ according to claim 308 wherein said method steps
further comprise the step of: the instructions when executed cause the
server computer to perform the following additional step: presenting the
first dynamic content in a user-selected language.

Claim 326 (currently amended): The ~~computer-program storage device~~
~~readable-medium~~ according to claim 308 wherein said method steps
further comprise the step of: the instructions when executed cause the
~~server computer to perform the following additional step:~~ presenting
the second dynamic content in a user-selected language.

Claim 327 (currently amended): The ~~computer-program storage device~~
~~readable-medium~~ according to claim 308 wherein the first host, the
second host and the third host are configured to be hosted in an
infrastructure selected from the group consisting of a physical location;
a URL address; a database; a database table; a computer; and, a network
address.

Claim 328 (currently amended): The ~~computer-program storage device~~
~~readable-medium~~ according to claim 308 wherein each host is selected
from the group consisting of dynamic and virtual.

Claim 329 (currently amended): The ~~computer-program storage device~~
~~readable-medium~~ according to claim 308 wherein said method steps
further comprise the step of: the instructions when executed cause the
~~server computer to perform the following additional step:~~ managing
dynamic and virtual content.

Claim 330 (currently amended): The ~~computer-program storage device~~
~~readable-medium~~ according to claim 308 wherein said method steps
further comprise the step of: the instructions when executed cause the

~~server computer to perform the following additional step:~~ managing dynamic and virtual database and database tables.

Claim 331 (currently amended): The ~~computer program storage device readable medium~~ according to claim 308 wherein the third host is configured to interface with an end user viewing the first dynamic content and the second dynamic content.

Claim 332 (currently amended): The computer readable medium according to claim 308 wherein the first host and the second host are ~~each an e-shop, and the third host is an e-mail.~~ in a classification selected from the group consisting of: e-shop; website; e-distributor; manufacturer; e-commerce; and e-service.

Claim 333 (new): The program storage device according to claim 308 wherein the third host is in a classification selected from the group consisting of: e-shop; website; e-mail; e-commerce; and e-service.

Claim 334 (new): The program storage device readable medium according to claim 308 wherein the server is further configured to provide user entered information to the first host.

Claim 335 (new): The program storage device readable medium according to claim 308 wherein the server is further configured to provide user entered information to the second host.